












# Exhibit A


**BIONIC****SMARTER  
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## MAYO CLINIC HEALTH LETTER Mailing List

Mayo Foundation for Medical Education and Research. Mayo Clinic newsletters are backed by a century of patient care medical research and experience at one of the world's foremost medical centers. This eight page monthly newsletter provided reliable, accurate and practical information on today's health and medical news: Fitness & exercise, medical treatment breakthroughs, nutrition & healthy eating, tips on treating and preventing hundreds of illnesses. <http://www.mayoclinic.com>

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SEGMENTS		COUNTS THROUGH 02/20/2024	POPULARITY: ■■■■ 100
386,510	TOTAL UNIVERSE / BASE RATE	\$110.00/M	MARKET: CONSUMER
27,326	MONTHLY HOTLINE	+ \$15.00/M	CHANNELS: 
89,567	QUARTERLY HOTLINE	+ \$10.00/M	SOURCE: DIRECT MAIL
164,121	6 MONTH HOTLINE	+ \$8.00/M	PRIVACY: UNKNOWN
386,510	ACTIVE US SUBS	\$110.00/M	DMA?: YES - MEMBER
24,338	12 MONTH COA	+ \$10.00/M	STATUS: PREFERRED PROVIDER
338,193	12 MONTH EXPIRES	\$80.00/M	GEO: USA
DESCRIPTION		GENDER: 49% FEMALE 40% MALE	
		SELECTS	
<div><div>Mayo Clinic</div><div>NEWSLETTER AND BOOK BUYERS</div></div> <p>Mayo Foundation for Medical Education and Research.</p> <p>Mayo Clinic newsletters are backed by a century of patient care medical research and experience at one of the world's foremost medical centers.</p> <p>This eight page monthly newsletter provided reliable, accurate and practical information on today's health and medical news: Fitness &amp; exercise, medical treatment breakthroughs, nutrition &amp; healthy eating, tips on treating and preventing hundreds of illnesses.</p> <p><a href="http://www.mayoclinic.com">www.mayoclinic.com</a></p> <p>Orders which need zip file breakouts of 10 or more will incur a \$100/F fee.</p> <p><b>Subscriber Profiles:</b></p> <p>Mature - age 60+</p> <p>College educated</p> <p>Above average incomes</p> <p>Catalog and fundraiser rates are available.</p> <p>All orders cancelled after merge and/or mail date will be billed at full rental rate. Orders cancelled prior to merge will be billed a \$150/F fee plus \$12/M run charges and all applicable selection charges. List owner/manager needs to be notified of any cut backs or cancellations before the merge happens.</p>		1 MONTH HOTLINE	\$15.00/M
		3 MONTH HOTLINE	\$10.00/M
		6 MONTH HOTLINE	\$8.00/M
		CHANGE OF ADDRESS	\$10.00/M
		GENDER/SEX	\$10.00/M
		SCF	\$10.00/M
		STATE	\$10.00/M
		ZIP	\$10.00/M
		ADDRESSING	
		KEY CODING	\$10.00/M
		CARTRIDGE (FLAT FEE)	\$30.00/F
		DISKETTE (FLAT FEE)	\$75.00/F
		EMAIL DELIVERY (FLAT FEE)	\$75.00/F
		FUNDRAISING/NON-PROFIT	
		KEYING	\$10.00/M
		MODEM/FTP/BBS (FLAT FEE)	\$75.00/F
		RUN CHARGES	\$12.00/M
		ZIP TAPE (FLAT FEE)	\$100.00/F
		ZIP+4	\$3.00/M
		RELATED LISTS	
		<a href="#">WILAND</a>	
 <a href="#">NONPROFIT/FUNDRAISING/DONOR DATABASE</a>			
 <a href="#">SPECIAL OLYMPICS INTERNATIONAL</a>			
 <a href="#">AMERICAN LUNG ASSOCIATION DONOR MASTERFILE</a>			
 <a href="#">ALZHEIMER'S DISEASE RESEARCH</a>			
 <a href="#">CONSUMER REPORTS</a>			
 <a href="#">SIMIOAUDIENCE</a>			
 <a href="#">CONSUMER REPORTS ON HEALTH</a>			
 <a href="#">LEUKEMIA &amp; LYMPHOMA SOCIETY, THE</a>			
 <a href="#">NATIONAL FOUNDATION FOR CANCER RESEARCH</a>			
 <a href="#">AICR - AMERICAN INSTITUTE FOR CANCER RESEARCH DONORS</a>			
ORDERING INSTRUCTIONS			
<ul style="list-style-type: none"><li>To order this list, contact your List Broker and ask for NextMark List ID #153566 or <a href="#">click here to place your request</a>.</li><li>Use NextMark <a href="#">List Order Entry Software</a> or Bionic <a href="#">Media Planning Software</a></li><li>5,000 NAME MINIMUM ORDER \$0.00 MINIMUM PAYMENT</li><li>85% NET NAME AVAILABLE ON ORDERS OF 50,000 OR MORE (\$12.00/M RUN CHARGE)</li><li>EXCHANGE IS AVAILABLE</li></ul>			



- REUSE IS AVAILABLE
- CANCELLATION FEE AT \$150.00/F

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